

PLAIN TALKS

GULF STATES UTILITIES COMPANY

SEPTEMBER, 1940

STATIC

HAVE YOU MET THESE FOLKS . . .
THEY'RE NEW GULF STATERS . . . Minnie
Quin, Baton Rouge Cashier . . . Ray Vick,
Beaumont Line . . . Edward LaHaye, Port
Arthur Accounting . . . Francis Guth, Lake
Charles Customer Accounts . . . Sylvester
Fugler, Baton Rouge Gas . . . LeRoy Ellis,
Beaumont Accounting . . . Merrill Lee, Louis-
iana Station . . .

George Combouzon, Baton Rouge Bus . . .
H. H. Carr, Beaumont Line . . . Arter Rush-
ing, Baton Rouge Gas . . . Jewell Harrington,
Louisiana Station . . . Jimmie Straughan,
Beaumont Engineering . . . Charles Glover,
Baton Rouge Meter-reader . . . Everett Pratt,
Louisiana Station . . . Clifford Meaux, Beaum-
ont Line . . . James McManus, Baton Rouge
Customer Accounts . . .



Top to bottom—(first row) McManus,
Carr, Fugler, Quin, Meaux.
(Center row) Straughan, Harrington, Vick,
Lee, Rushing.
(Last row) Glover, Ellis, Pratt, Guth, La-
Haye.

(Continued on page 3)

OLD SPINDLETOP MADE BEAUMONT A THRIVING CITY

"COUNTRY BOY" SOUGHT CAREER IN ELECTRIC INDUSTRY



C. F. TERRELL
Operating Manager

A successful industrialist once remarked that he would rather hire a "country boy" for a tough job because no matter how hard the going the fellow who had piloted a plow would think it a cinch by comparison.

C. F. Terrell may not admit that the electric business is easier than the plowing business but the fact remains, at least, that he did start his career on a farm.

Mr. Terrell worked for the Seattle Electric Company while he was attending school at the University of Washington where he received his degree in 1910.

Making his way through various jobs, principally in substations and power plants of Seattle Electric Company and its successor The Puget Sound Power and Light Company, Mr. Terrell finally became a substation superintendent.

As Superintendent of Light and Power he was transferred to Bellingham, Washington in 1923 and in the same capacity went to El Paso Electric Company at El Paso, Texas in 1925. In November, 1926, Mr. Terrell was made General Superintendent of the Tampa Electric Company and in November of 1928 he came to Beaumont as Operating Manager of Gulf States.

There is the record of C. F. "Charlie" Terrell, raconteur and toastmaster par excellence, who has put spice in the many Gulf States meetings he has addressed and who is number one "ice-breaker" at civic gatherings.

NEARLY TWO HUNDRED INDUSTRIAL PLANTS AT- TEST TO THE GROWTH OF EAST TEXAS PORT CITY



39 years ago—at ten o'clock on the morning of January 10, 1901—the crew drilling an oil well for A. F. Lucas on a place called Spindletop heard a roar, then an explosion, and then saw a stream of black petroleum spout high above the old-fashioned derrick.

The famous Lucas gusher had blown in on old Spindletop and began a new era in prosperity and expansion for this area. Prior to 1901 Beaumont had been a prosperous but small lumber community. Lumber mills along the Neches provided the city with its income and impetus for a fair growth.

In 1900 there were 9427 residents in the city of Beaumont. Then came oil and Spindletop. In 1910, even after many of the boom-attracted thousands had departed, Beaumont was a city of 20,640. Today there are 58,912 within the more than ordinarily small city limits and 67,000 to 70,000 within the metropolitan area.

Bright Spot

Population does not tell the whole story. Nor does the brief mention of the Lucas gusher. Many more facts are necessary to reveal the story of Beaumont today—a prosperous city that had constantly remained among the nation's bright spots during the last several years when other areas were mourning recessions and the like.

Basis for Beaumont's sound growth and economic stability are the varied resources.

Beaumont is a deep water port, served by a deep water channel up which ocean-going freighters can come to receive and discharge cargo. Far enough inland to escape tropical

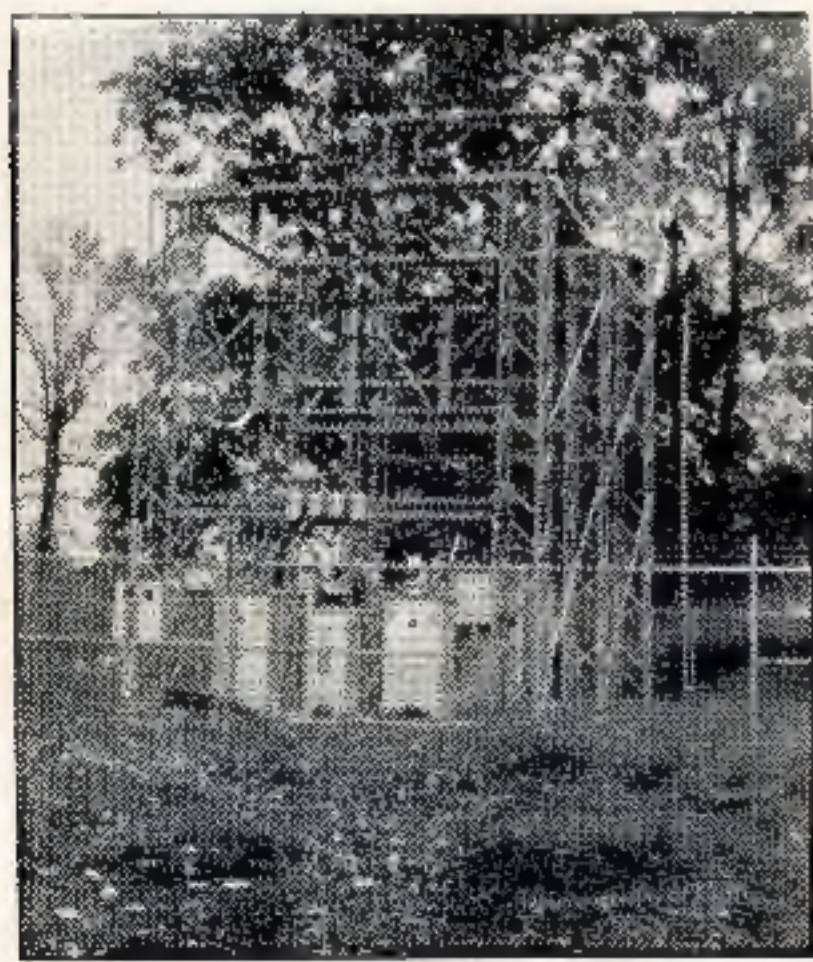
(Continued on page 6)

CENTRAL ENTERTAINS NAVASOTA



1. General Sales Manager Riegel lends an ear to the proceedings. 2. Kirk Brock, Ellis Taylor and Lloyd Brannan (left to right) confer on some shenanigan. 3. C. H. "Chief" Meeks of Orange and E. L. Granau of Liberty look over some propaganda, Mr. Granau (right) just made it into the picture "by a nose". 4. H. E. Braunig congratulates "Grand-Sales-Bagger" Hal Brown. 5. Fred Johnson, Bill Earthman and L. E. Welch (left to right) look over the winner's awards. 6. Vic Gayle (left) and Dick Eddleman (right) show those happy victory smiles.

SUBSTATION GOES MODERN



SIGNS OF PROGRESS . . . After thirteen years of service the substation at Slaughter, Louisiana, has been replaced by a modern steel supported installation. The new station is a fine example of the policy which Gulf States has consistently followed in giving

our customers the best protection for voltage and at the same time keep line capacities at a maximum . . . This particular job eliminates the drag on the line formerly experienced whenever the Holloway Gravel Company's load came on and is expected to improve voltage conditions throughout the entire area served by the 33 KV line which runs north through Baker and Zachary to the Mississippi state line. . .

The Navasota Division Sales gang wine and dined handsomely at the September 20 Navasota-Central meeting, held at a lodge near Groveton as the result of Central Division Mentor, H. E. Braunig, sticking his neck out in a wager on the outcome of the July-August Range and Waterheater campaign.

Since the original bet was that Central would beat Navasota on highest percentage of appliance quota gained during the two months activity and it turned out that Navasota ran away with all the honors for the campaign there wasn't much left but for Mentor Braunig to pay off his losses.

All who attended report it was a swell meeting and a good time was had by all.

Highlight of the session was the bestowing of the crown of "Grand-Sales-Bagger" on Hal Brown of Navasota. The July-August campaign was run after the fashion of an election with a candidate from each of the six divisions running for office of "Grand-Sales-Bagger". Each sale of a range or waterheater by a salesman was converted into a given number of votes for the candidate from that salesman's "Precinct" (Division).

All the cows got for the leather in your shoes was a fatal pain in the neck.



Some folks would argue that if you get back to fundamentals, leather should be free because leather in its original form is hide. Nature gives the animal its hide, so hide doesn't cost the animal anything. Nobody pays the cow anything for its hide. There is no cost there.

So, reason some citizens, there must be a tremendous amount of profit in shoes because shoes are made of leather, which is hide, which nature provided free in the first place.

If you want to reason this way it's obvious that nothing should cost anything because everything is a free gift of Mother Nature.

The trouble is Nature doesn't give us her gifts in finished, useful form, where we want them, as we want them.

Men and machines do that.

Refrigeration is free at the South Pole. Water is free in the river. Electricity is free in lightning. Shoes are free on the cow.

The cow got a lick on the head from a sledge hammer for your shoes but everyone else got cash. The fellow who hit her on the head . . . the folks who put up the money to buy the sledge for him to hit her with. . . The fellows who did the skinning . . . tanning . . . designing . . . cutting . . . stitching . . . transporting . . . selling.

All along the line men and machines were paid a little here and a little there so that you could own a finished product that would be easy on your bunions. A "huge profit" anywhere? Ridiculous.

The raw material cost of everything you buy represents but a fraction of the price you pay. Electricity is no exception. It costs little at the power house but wires and poles and other equipment that cost a great deal of money to buy, build and maintain are required for delivery to you.

The men and women who see that the customers get dependable service must be paid.

Out of every dollar they pay, 14c must be turned over to the tax collectors.

You can see that the difference in cost at the power house and the price the public pays is not profit. The difference is simply a living for those who invested their money to provide the manufacturing and delivery facilities and for those who operate facilities as economically as they can so that the service will cost as little as possible.

—k. e. s.—

STATIC

(Continued from page 1)

If you enjoy the pictures which appear in *Plain Talks* then we think it is time that you met the fellows who are responsible for taking the pictures which we print for your enjoyment and enlightenment. . .



You'll get a chance to meet 'em all but right now we want to introduce Don Brown of Baton Rouge (left) and S. L. Adams of Navasota (right) who are official *Plain Talks* photographers in Louisiana and Navasota Divisions respectively.

In spare moments from his job in the Baton Rouge Accounting department Don Brown serves as Louisiana News Editor for *Plain Talks* in addition to camera-clicking.

S. L. Adams holds forth in the Transmission and Distribution at the Navasota office and in his spare time snaps shots of persons and items of news interest.

* * * *

PAID ADVERTISEMENT . . . Anyone catching a fish equipped with a set of lower teeth please report same to D. H. Kirk, Baton Rouge Electric Distribution . . . The chewing apparatus was lost somewhere off Ship Island on September 8. . . .

* * * *

RICE AND OLD SHOES FOR . . . Leon Walsh, Baton Rouge Gas, who got hitched September 7 . . . Fred Tenholder, Beaumont Storeroom, another blushing bridegroom on September 14 . . . Mary Ellen Robinson, Beaumont Accounting, stepped down the middle aisle on September 21 . . . Dorothy Seale, Secretary to General Sales Manager, Beaumont, promised to love, honor, et cetera on October 1. . .



(Left to right) Robinson, Tenholder, Walsh.

* * * *

OUR SYMPATHIES TO . . . C. L. Crochet, Louisiana Station, whose father passed away October 1. . . Morris Van Winkle, Silsbee office, whose brother succumbed September 25. . .

* * * *

FUN AND A BOILED SHRIMP FEED



(Top—Left to Right) Messrs. Fulton, Terrell and Marshall had to be pried away from the table at the bang-up boiled shrimp supper which was staged by the Neches Station gang on September 20.

(Bottom) A group of those present for the festive occasion, full of boiled shrimp and fun.

Baton Rouge is definitely a badminton town. During August an indoor tournament was held in which many of the company employees were entered. In the final round of the men's singles Guy Garrison, Gas Department, met "Peewee" Langhart of Montgomery Ward who finally won the event. In the men's doubles final of Guy Garrison and Ogden versus Langhart and Reeves Garrison; the latter team won after an exciting battle.



Garrison brothers and Bordelon. The trophy is R. Garrison's second place award in men's singles play.

In an outdoor city tournament held at the Baton Rouge Golf and Country Club, Reeves Garrison lost to John Barton in the finals. The women's doubles team of Barton Bordelon, Customer Accounts and Mrs. Luening lost their finals match to Mrs. Hyde and Mrs. Freiburg in a long and hard fought battle.

The Short Circuit Club is running a tournament for men's, women's and mixed doubles which has produced a large amount of interest and participation. Steady Hays, Electric Distribution, and Bully Redfield, Credits and Collections will meet Reeves Garrison and Nap Watson, Accounting, in the men's doubles finals. 24 other teams fell by the wayside.

In the women's doubles 18 teams were entered and the finals will be fought out between Mrs. Jack Chatelain and Mrs. Nor-

man Lopez and Thelma Ulmer, Switchboard Operator and Mrs. Barton Bordelon, Customer Accounts.

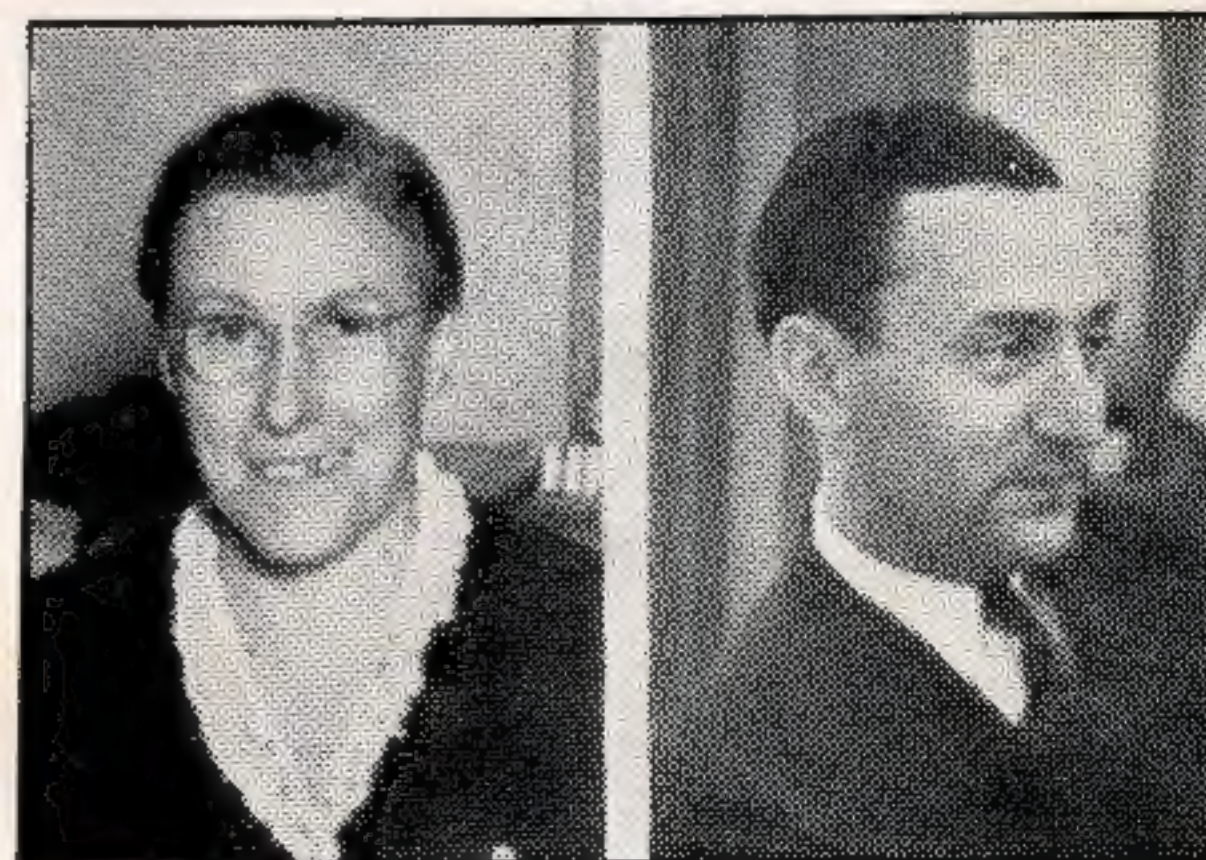
Play is now going on in the mixed doubles with 52 teams struggling for survival. Finals for all three groups will be played off on September 30 at the Bus Garage courts.

* * * *

A minute before we go to press comes news that Gladys Westbrook leaves her job as steno in Beaumont Merchandise Sales to be Secretary to General Sales Manager Riegel . . . The spot was left open when Dan Cupid removed Dorothy Seale from our midst. . . From now on Parker Allen, Johnny Knapp, "Pat" Bishop and Walter Richardson will do their dictating to Ethel Redd who leaves Beaumont Steno department to fill the Merchandise department vacancy. . . .

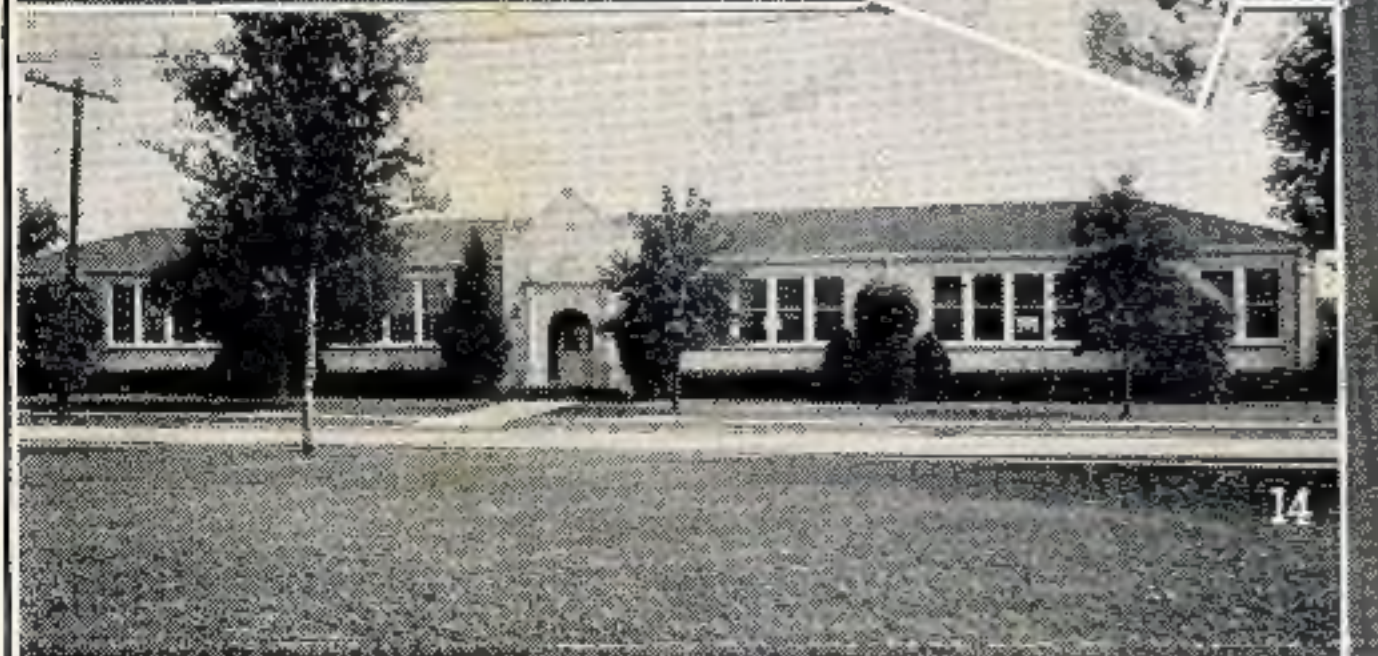
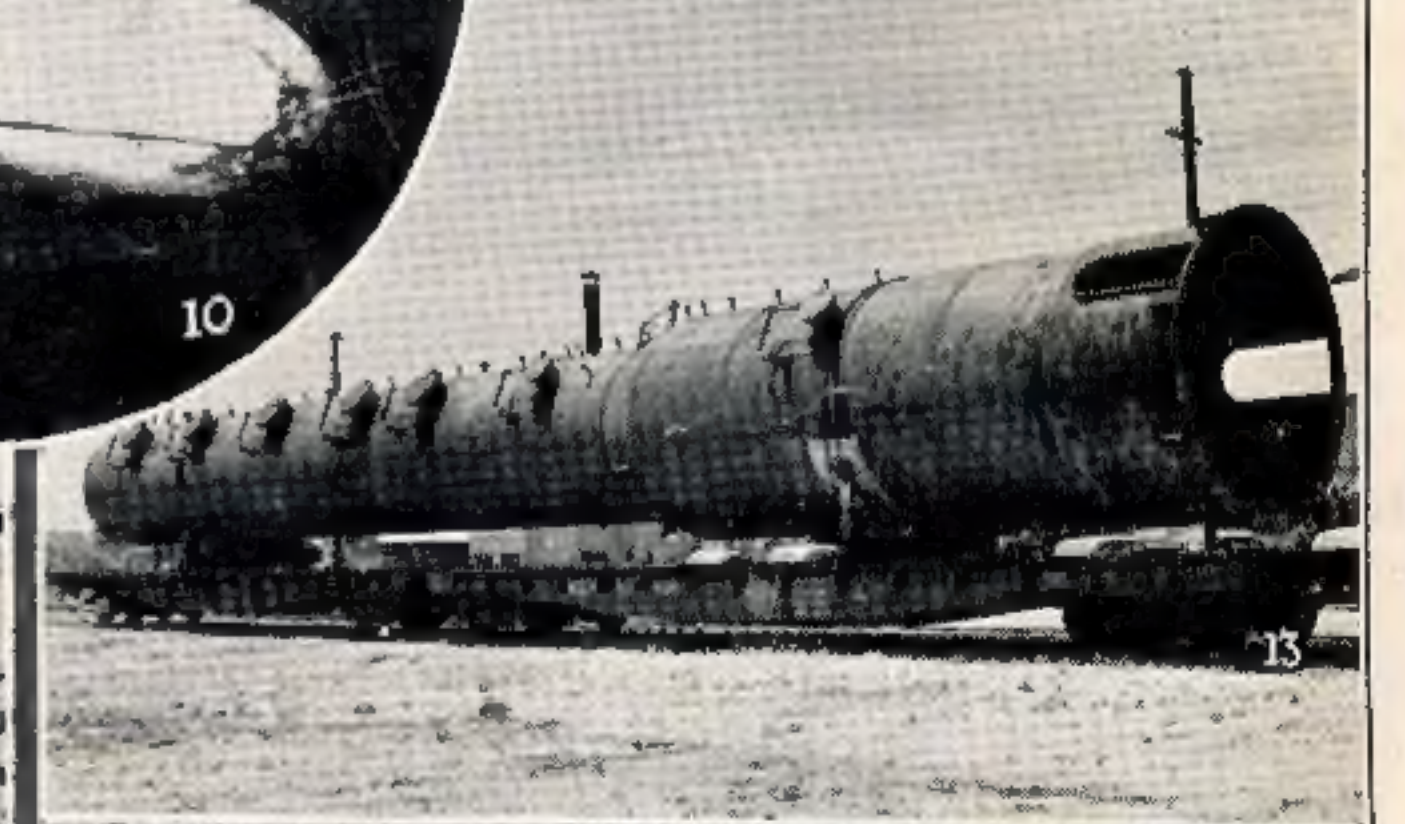
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THIS 'N THAT . . . Mary Lilyerstrom, Secretary to Treasurer, Beaumont, who is a prominent member of the Beaumont Business and Professional Women's Club, has been appointed to a state committee to promote jury service for women . . . Chief Clerk, Raleigh Jackson, Beaumont, appointed co-chairman of the 1940 campaign on advance sale of tickets to this year's South Texas State Fair. . .



Lilyerstrom (left) Jackson (right).

(Continued on page 5)



BEAUMONT DIVISION CAMERA GLANCES

1. General offices and Beaumont Division headquarters.
2. Bird's-eye view of Beaumont looking south toward Port Arthur.
3. Magnolia Refinery.
4. Jefferson County Courthouse.
5. One of the many beauty spots in Tyrrell Park near Beaumont. Landscaping and construction by members of a C. C. C. company which is camped in Tyrrell Park has turned the site into an ideal spot for picnics and week-end outings.
6. Packing rice at the Comet Rice Mill.
7. Bands from high schools in Beaumont and surrounding territory compete for honors each year at the South Texas State Fair in Beaumont. The picture shows several of these bands in formation on the Fair parade grounds.
8. Beaumonters and out-of-towners go in for the thrills and chills of the carnival which accompanies the South Texas Fair each year.
9. Spindletop oil field, site of famous Lucas Gusher.
10. Pouring metal from the large electric furnace at Beaumont Iron Works.
11. Airview of Pennsylvania Shipyards.
12. Port of Beaumont.
13. An example of large-scale steel fabrication as carried on at Pennsylvania Iron Works.
14. Main building of Lamar Junior College.
15. Stuart Stadium, home of the Beaumont Exporters, filled to overflow during a baseball game in the Texas League pennant race.
16. Glass products, principally bottles, are turned out on a production basis at the glass works which is a new industry just recently established in Beaumont.

STATIC

(Continued from page 3)

Neches meets the public eye again in far-off places. . . Use of the very attractive river front view of Neches Station has been countrywide in numerous trade magazines and company publications. . . The latest compliment to the beauty of our Beaumont station and the ability of Beaumont photographer Lloyd Baker of Business Men's Studio was the appearance of the picture in Hi-Tension News, monthly publication of the Ohio Brass Company of Mansfield, Ohio. . .

* * * *

Back in July we reported a shindig out on the banks of the Amite thrown by the Electrical Engineers of Baton Rouge Division with the hint that some pictures should have been taken. Well, they've done it again!! Boiled shrimp, crackers and drinks were served and what with target shooting, boating, dancing and tall-story telling a swell time was had by all. BUT still no pictures!! Ye editors are not fishing for an invite because we know that there are at least three good camera men in the Engineering crew. How's about it, folks! Let's have at least one picture next time.

* * * *

TEXAS WOMEN START NEW MEETING SERIES



Walter Richardson, Beaumont Merchandise Sales, was principal speaker at the September 19 meeting of Texas Women's Committee.

This session was the first meeting in the 1940-41 season since monthly committee assemblies were called off for the summer vacation period after the Women's Committee Annual Picnic in June.

WILL THE FOLLOWING NEW POPPAS FORWARD SEEGARS TO US? . . . George Lill, Baton Rouge Garage, proud pater to daughter, Nertie Era, born August 20, 7 lbs. 8 ounces. . . "Slim" Larkin, Beaumont DR, bragging over son, William Monroe, Jr., who arrived September 7 and tipped the scales at 7 lbs. 11 ounces. . .

John Godso, Baton Rouge Sales, whose son, Dennis Wayne, weighed in at 7 lbs. 8 ounces on August 31. . . Six pound 12 ounce son, J. Mallory, Jr., who arrived at the Grace home on August 30. Poppa Grace can be found at Louisiana Station by all wishing to congratulate him. . . Eight pound eight ounce son, Daniel Lane, is the reason for the unusual chest expansion since September 2 on Sam Fitzgerald of Baton Rouge Gas department. . .



(Left to right) Grace, Lill, Larkin

PLEASURE PAYS DIVIDENDS . . . Winners have been announced in Baton Rouge Short Circuit Club's Second Annual Fishing Contest which ran from April 15 through September 15. . .

First prize for largest Bass made Dewitt Stewart of the Line department 10 bucks richer. . . Second prize of 5 smackers went to Cooper Spangler of the Gas department. . .

Largest Sac-a-lait netted Accountant Bert Lindee five dollars while second prize of \$3.50 went to Sharkey Bergeron of the Gas department. . .

Prizes in the Perch division went to two members of the Accounting department; \$5.00 first place to Bernard Daigne and \$3.50 second place to Ed Bailey. . .

RESIGNED . . . Al Bargas and Myrtle May from Baton Rouge Customer Accounts. . . Curtis Cardone from Lake Charles Customer Accounts. . . Hyson Eoff and S. F. Timmerman from Port Arthur Accounting. . . John Whipple leaves Lake Charles Distribution to spend a year with the National Guards. . .

* * * *

We think it's time to have a contest, so **STATIC COLUMN** is going to inaugurate one on the slightly giddy side.

You and you and you can win a handsome Reddy Kilowatt Ashtray and here's all you have to do:—

We ran across five very common expressions rephrased in tony words and we'll present one each month for the next five issues of Plain Talks.

See if you can translate this expression and then shoot your answer into Plain Talks Editor, Beaumont Office, via company mail. For the first answer to reach us from each of the six divisions we will award the writer with one of those fine ashtrays which bears the likeness of Reddy Kilowatt himself.

EXPRESSION NUMBER ONE:—

"Calculous concretion in rotary transition gleans slight bryophytic accretion."

Watch for the winner and the correct translation in October Plain Talks.

* * * *

TRANSFERRED . . . W. B. Ragland from Beaumont Line to Liberty Line. . . Grady Hill from Baton Rouge Meter-reader to DR. . . J. E. Welch from DR at Zachary to El Paso Electric Company as Rural Sales Engineer. . .

BATON ROUGE SOCIAL CLUB THROWS OUTING



After having a pretty chilly time at the last party of the same nature, members of the Short Circuit Club, Baton Rouge social organization, were more than pleased Sunday, September 22 when the weather decided not to rain, freeze, or be too hot. A pleasant day featured a fine dinner of chicken and spaghetti served at Triple Arch Inn, on False River.

Soft ball games and badminton matches were enjoyed by participants and lookers-on. Races and other contests were held for the youngsters present and appropriate prizes were given. An electric phonograph provided music for dancing. Accountant Red Holland spent the day fishing industriously but

with no evident results.

Over 350 members and their families and guests were fed during the dinner period. Nan Tugwell, Accounting department, walked off with the \$5 attendance prize, plus a \$1 bill for her guest. A very good time was had by all present.

BEAUMONT

(Continued from page 1)

disturbances and disadvantages of the open coast, yet Beaumont's ship channel is safer for the freighters than many other so-called ship channels.

Undoubtedly oil has played a prominent part in the history of Beaumont. When it appeared that old Spindle Top was playing out, the discovery of new Spindle Top in the middle 20's brought further wealth to Beaumont. Today the old wells are being re-worked and are producing. On all sides of Beaumont are rich oil fields.

The Magnolia Refinery has been a contributing factor to Beaumont's wealth and progress. It and the other five refineries along the Sabine-Neches waterway produce

one-fifth of the petroleum products used in the world; one gallon out of every ten of gasoline used in the nation.

But oil is only one of many resources. The rice fields of Jefferson and surrounding counties produce a crop worth millions each year. Three great rice mills use much of the locally-produced grain, and from one comes the most widely nationally advertised packaged rice.

Livestock is an important industry and will continue as such with herds being improved. There is no area of like size in the nation that has as many cattle in it than are within a fifty-mile radius of Beaumont.

Lumber is by no means a dead industry, as is evidenced by the actively operating mills in this area. Use of Southern pine for manufacture of newsprint assures Beaumont and its trade area of new industries.

In Beaumont are 190 industrial plants of various sizes. Many are small, but all are growing. The abundant supply of electric power has contributed much toward this industrial progress.

—by W. R. Beaumier
Beaumont Chamber of Commerce

PLAIN TALKS . . .

Published monthly by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

NEWS EDITORS: Don Brown, Louisiana Division, Baton Rouge; Bill Hammond, Texas Division, Beaumont.

ART EDITOR: Jack Gammage, Beaumont.
ASSOCIATE EDITOR: Kenneth Sutton, Beaumont.